



Sample Emails

- General Intro Email
- Campaign Kickoff Email
- Impact of Donation Email
- Impact Story Email
- CEO Endorsement Email
- Sample Mid-Way Campaign Letter
- Sample Final Reminder Letter
- Sample CEO Thank You Letter

General Introduction Email

Dear (personalize with employee name),

Throughout our life we have learned the value of teamwork and understanding when working together the greater our impact.

Columbus Area United Way provides us the opportunity to make a powerful impact in our community. Through an extensive network of donors and volunteers, Columbus Area United Way provides services to Boone, Colfax, Platte, and Nance counties offering assistance to **16 partner agencies** and direct programs which provide **over 30 different programs** focused on Youth Opportunity, Financial Security, and Healthy Communities.

When you give to Columbus Area United Way your contribution is providing for **1 in 4 community members to access resources supported by United Way**. When you give to Columbus Area United Way you can be assured your gift is going to support your neighbor, your co-worker, your family, your friends, your community. Once again I ask that you join with me in supporting our team effort and continue (Company Name)'s tradition of giving and community investment.

Sincerely,
[Name and Title]

Campaign Kickoff Email

Hello Team,

We are excited to announce today marks the start of our Columbus Area United Way Employee Giving Campaign!

We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through Columbus Area United Way.

From [BEGINNING DATE] to [ENDING DATE], you will have the opportunity to learn what Columbus Area United Way is doing to help the community and how you can make an impact. We will be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each give what we can.

Last year, we raised [\$XX, XXX] through our campaign and XX% of employees participated – **THANK YOU!** This year, we expect to reach a goal of [\$XX, XXX or XX% participation] and make a positive impact in our community. Beginning [DATE], you will have the opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting Columbus Area United Way which provides direct support to 16 partner agencies and direct programs which provide services in the areas of Youth Opportunity, Financial Security, and Healthy Communities. Your dollars support **1 in 4** community members who are accessing services supported by Columbus Area United Way. Thank you for your compassion about others in our community and doing your part to make our community healthy, stable, and strong!

Let's have a great campaign!
[Name and Title]

Impact of Donation Email

Dear "company name" team members,

Did you know that local volunteer committees drive the United Way funding process and ensure that each gift makes the most impact? Funding decisions for programs are data-driven and programs are evaluated on a regular basis to ensure that goals are achieved.

United Way supports local programs that are here for us when we need help. Last year, Columbus Area United Way supported 16 partner agencies and programs that served over 14,000 individuals in Youth Opportunity, Financial Security, and Healthy Communities.

See <https://www.columbusunitedway.com/community-service-directory> resources for a list of services and resources.

Here are just a few examples of how your gift can help:

- 50 cents a week (\$26 annually) provides one book a month to a child for a year.
- \$1 a week (\$52 annually) supports exercise and cooking classes for youth.

- \$3 a week (\$156 annually) provides one time food assistance for a single mother and her child
- \$10 a week (\$520 annually) provides mentoring to a child for a year.
- \$20 a week (\$1,040 annually) provides a safe environment, services and advocacy to victims of abuse and neglect.

INSERT ANY COMPANY INCENTIVES or GOALS HERE

It's easy to donate, just complete your pledge form and return it to: INSERT INSTRUCTIONS, WHERE TO TURN IN FORM, AND WHO TO CONTACT WITH ANY QUESTIONS.

Thank you for your support of United Way. Your gift will help provide critical support to the community members of the Columbus Area United Way!

Sincerely,
SIGNATURE OF SENDER

Impact Story Email **go to our Campaign Toolkit online to find more success stories**

Dear COMPANY NAME team members,

I want to provide you a true testimony of the work that can be done.

A thank you written by a mentee, "Teammates saved my future. At least, that's what I believe — and I know many kids like me believe it too. I was born in Japan and lived there my entire life— from the day I was born, all while growing and connecting with the people around me, learning my culture, and finding my identity. However, this comfortable life changed three years ago, when I moved to the United States with just my father. Rebuilding my life from scratch while leaving the rest of my family behind was an overwhelming experience. While in my most vulnerable times, I had to maneuver through a completely different environment. I struggled everyday trying to fit into American culture, build new friendships, and faced an unfamiliar future. I felt as though my life was crumbling beneath my feet. Until the beginning of this year, I felt unsure and scared of life's uncertainties. But when I joined Teammates and met Peg, everything began to change. Having someone I can talk to openly — a strong female role model who supports and guides me while giving me space to breathe and unwind during my hectic weeks- helps me feel lighter and more in control as I navigate the intense high school experience. I truly don't know where I would be without Peg and the support of everyone involved in Teammates — not just for me, but for students facing similar struggles. Teammates is a guiding light on the rugged path toward the future. I am deeply grateful for this program, and I hope my story shows- that becoming a mentor could be a powerful step towards creating a more stable future for kids across the Midwest and beyond." -Solara Vick, CHS sophomore

Thanks to programs funded through Columbus Area United Way, **181 youth reported meaningful relationships with adults and/or peers AND 221 youth were assisted to help overcome a barrier impacting school performance.**

These results are fueled by your support! Please join me in this year's campaign, together we can make positive change.

INSERT ANY COMPANY INCENTIVES or GOALS HERE

It's easy to donate, just complete your pledge form and return it to: INSERT INSTRUCTIONS, WHERE TO TURN IN FORM, AND WHO TO CONTACT WITH ANY QUESTIONS.

Thank you, your gift will make an impact in Siouxland!

Sincerely,
SIGNATURE OF SENDER

Sample CEO letter of Endorsement

Dear [Name] OR [Colleagues],

As we launch our United Way campaign, I ask you to please join me in supporting Columbus Area United Way.

This year's campaign will kick off at [COMPANY'S NAME] on [DATE]. [COORDINATOR'S NAME or CAMPAIGN COMMITTEE] has been chosen as our Campaign Coordinator(s) and has added new and exciting ideas to make this campaign the most successful yet. Columbus Area United Way has the full support and commitment of [COMPANY NAME], as Columbus Area United Way makes sure your gift to programs stay in our community, making the greatest impact possible for your dollar.

However, they cannot do it without you. Your generous support for Columbus Area United Way will ensure children and youth achieve their potential through education, it will help families become financially stable and independent, and it will improve our community's health with a focus on mental health services.

If you have given to Columbus Area United Way in the past, thank you! This year, please consider **increasing your gift by 7%** to help United Way meet the growing needs of our community. If you have never given before, now is the time to do so because – through your Columbus Area United Way gift – you will help 1 in 4 community members access services in Youth Opportunity, Financial Security and Healthy Communities.

Together, we have the joy and privilege of making our community a better place for all, neighbor helping neighbor.

[Company Name], and I personally support Columbus Area United Way. I hope you will, too.

Sincerely,
[Name of Senior Leadership at the Company]

Sample Mid-Way Campaign Letter

Hello Team,

We have reached the mid-point of the [COMPANY NAME] campaign for United Way and have reached XX% of our \$XX goal [or are X participants short of meeting our participation goal of XX%]! Thank you to everyone who has been able to make an investment in our community so far.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you have not made a gift yet, please consider getting involved. A gift to Columbus Area United Way benefits the Youth Opportunity, Financial Security, and Healthy Communities, and will go to support 16 partner agencies offering 30 different programs impacting change.

You can make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES]. Success is the work of many, but it starts with you, one person who cares. We hope that you will consider giving generously to Columbus Area United Way.

Sincerely,
[Name and Title]

Sample Final Reminder Letter

Hello Team,

As the United Way Campaign comes to a close, I wanted to send out one last message to encourage you to get involved. If you have already donated, **THANK YOU!** Your commitment to improving our community sends the message that [COMPANY NAME] is a company that cares. We are grateful for you and your contribution.

If you are still thinking about it – please keep this in mind:

Columbus Area United Way receives 70% of donations through individual giving, so every dollar you can give really does impact our community. Every additional person that chooses to contribute to the campaign helps address critical needs in our community, like services for abused and neglected children, families find shelter and food security, provide access and advocacy to healthy lifestyle choices including mental health services, and allows families to gain financial independence.

Thanks to the generosity of people like you, Columbus Area United Way is impacting our community for the better. **Please help us finish our campaign strong by making a contribution today!**

Thank you for everything you do!
[Name and Title]

Sample CEO Thank You Letter

Dear [NAME],

Thank you for your support of [COMPANY NAME]'s campaign for Columbus Area United Way. Together, over [\$XX,XXX] for our community and over [XX%] of employees participated in the campaign, surpassing our goal of [\$DOLLAR GOAL or XX%] – and it's because you made the decision to help. Our community needs people who feel passionately about others and are committed to improving lives of all within the community. Thank you for your commitment to our community and for your generous donation.

Your generosity and community investment are why [COMPANY NAME] continues to stand out as a leader in our community. Thank you for proving that one person can make a big impact.

Sincerely,
[CEO]